Digital Analytics for Content Marketing - Centers of Excellence, TTS, GSA



Project Title	Digital Analytics for Content Marketing - Centers of Excellence, TTS, GSA
Summon	Help the CoE accelerate IT modernization across the federal government by improving our data collection and SEO practices! Help us keep track of our Google Analytics, Search.gov traffic, and social media analytics and use this data to improve our SEO.
Country	United States

Project Description

We're looking for someone passionate about data and content marketing with high interest and some experience in SEO. In your role, you'll help us maximize our digital presence by keeping us informed of our metrics so we can evaluate and strategize our content accordingly.

With this data, you will help us maxime our digital communications with key words, link building, and ensuring that we're using plain language that communicates our messages, relates our brands, and makes best use of our content types. Experience with basic HTML and Github is a must.

Interns will have opportunities to:

- Manage data from multiple sources.
- Create unique dashboards and data visualizations.
- Use SEO analysis resources and tools to audit our website's SEO and help redesign its SEO strategy.
- Assist in the editing and creation of original content that captures our brand and unique voice.
- Research content and SEO best practices to provide recommendations for improving our online presence.

Interns should be comfortable using Google Analytics, Twitter Analytics, and Excel.

Background: The Office of American Innovation (OAI) established the GSA CoE in October 2017 to accelerate IT modernization across government to improve the public experience and increase operational efficiency. The CoE teams provide technical expertise in support of the following areas: artificial intelligence, cloud adoption, contact center, customer experience, data and analytics, and infrastructure optimization. IT Modernization is a key driver of the President's Management Agenda.

Required Skills or Interests

Skill(s)
Data analysis
Data visualization
Marketing
Social media managemen

Additional Information

For more information about the Centers of Excellence, please visit: www.coe.gsa.gov

Language Requirements

None